



# Inside Ciboodle:

The Integrated Contact Center

## The Future of Customer Experience Excellence...

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**The future of customer service** is having the ability to adapt to the changing needs of your customers.  
**Is this what you expect from your teams?**

**The future of service excellence** is differentiation, personalization and engagement.  
**Are you stuck in a 'one size fits all' routine?**

**The future of service process** is agility, collaboration and coordination focused on supporting customer needs.  
**Does your current system provide this to you?**

**The future of the service desktop** is an intuitively designed, content rich, skill oriented user interface.  
**How much thought do you give to agent experience?**

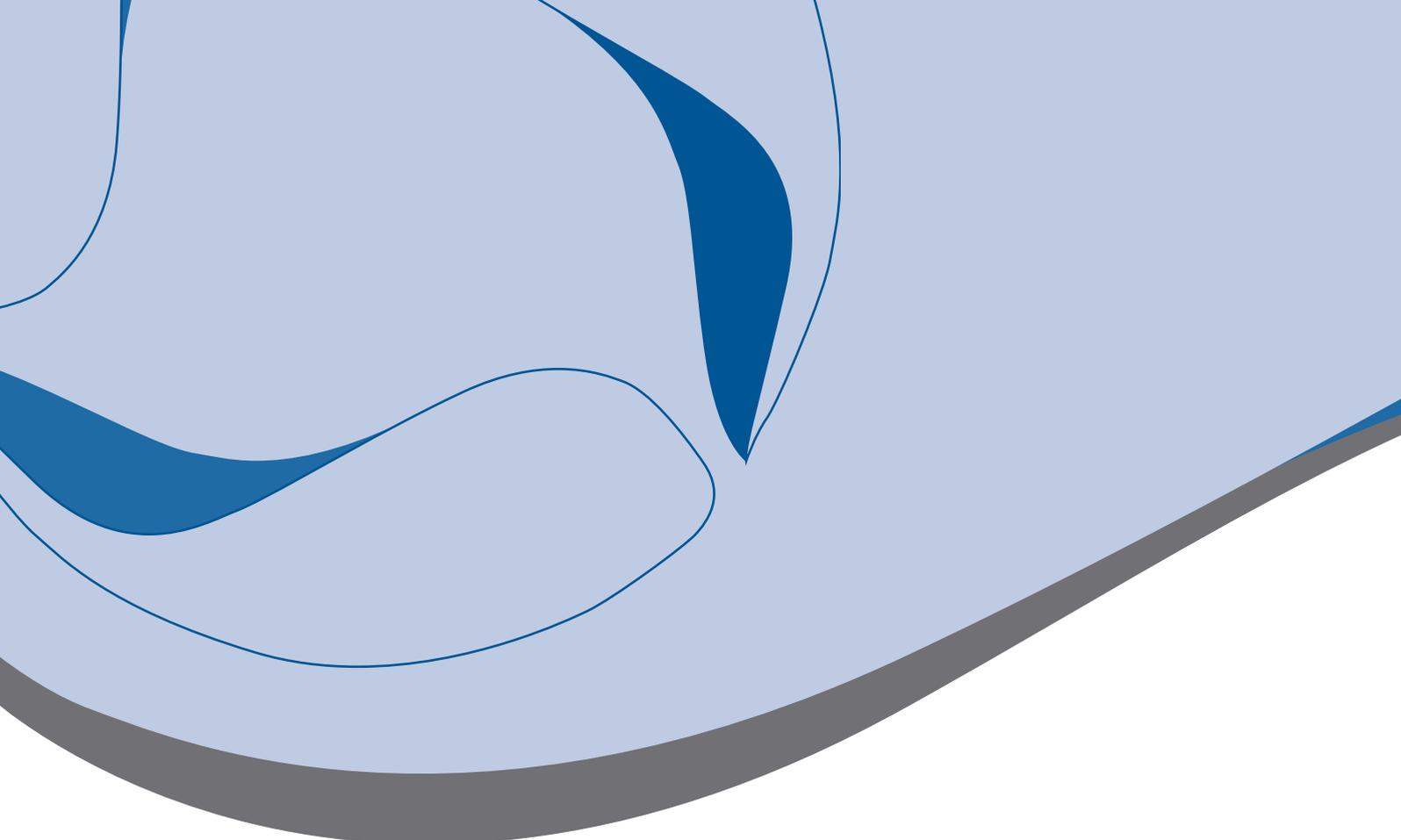
**The future of the contact center** is to provide a faster, superior service experience every day, to every customer.  
**Do you think you can keep up?**





The future is an integrated contact center, required to service ever more sophisticated and complex customer needs, offering each customer a preferred premium experience.

The contact center of the future is powered by Ciboodle...



Is this what you expect from your teams?

-  Focus on the customer's goal
-  Empower your agents
-  Minimise customer effort
-  Connect channel silos
-  Learn and adapt

## Are you stuck in a 'one size fits all' routine?

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Contact centers should be the creators of great experiences, from the simplest email request to an urgent phone call. Excellent experiences, delivered consistently across channels will move the needle on satisfaction, resulting in brand advocates, as well as retained and loyal customers.

Web self-service has seen the most growth in CRM investment levels; businesses have enjoyed the increased sales and cost saving advantages of customers helping themselves. Social CRM is in its infancy, but with careful planning around channel mix, purpose and company objectives, it can and will provide value soon. However, with all the selective adoption of these channels Voice still totals over 50% of interactions!!! Customers choose to call when their need suits calling – and contact centers need to change into operations that genuinely fulfill on these changing expectations.

A well-structured, integrated contact center allows for the emphasis to be properly placed on helping and engaging with customers, showing value and establishing trust. Time gained by not 'alt-tabbing' between screens and across systems, allows agents the ability to add that human element to each interaction, fostering relationships, and pushing the needle in the right direction. This is what Ciboodle brings to the table.

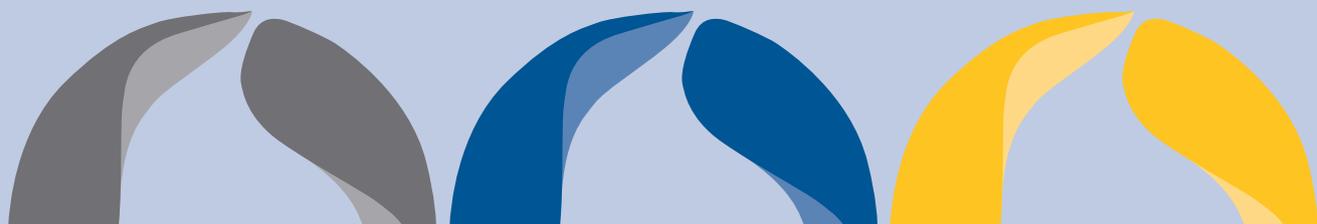
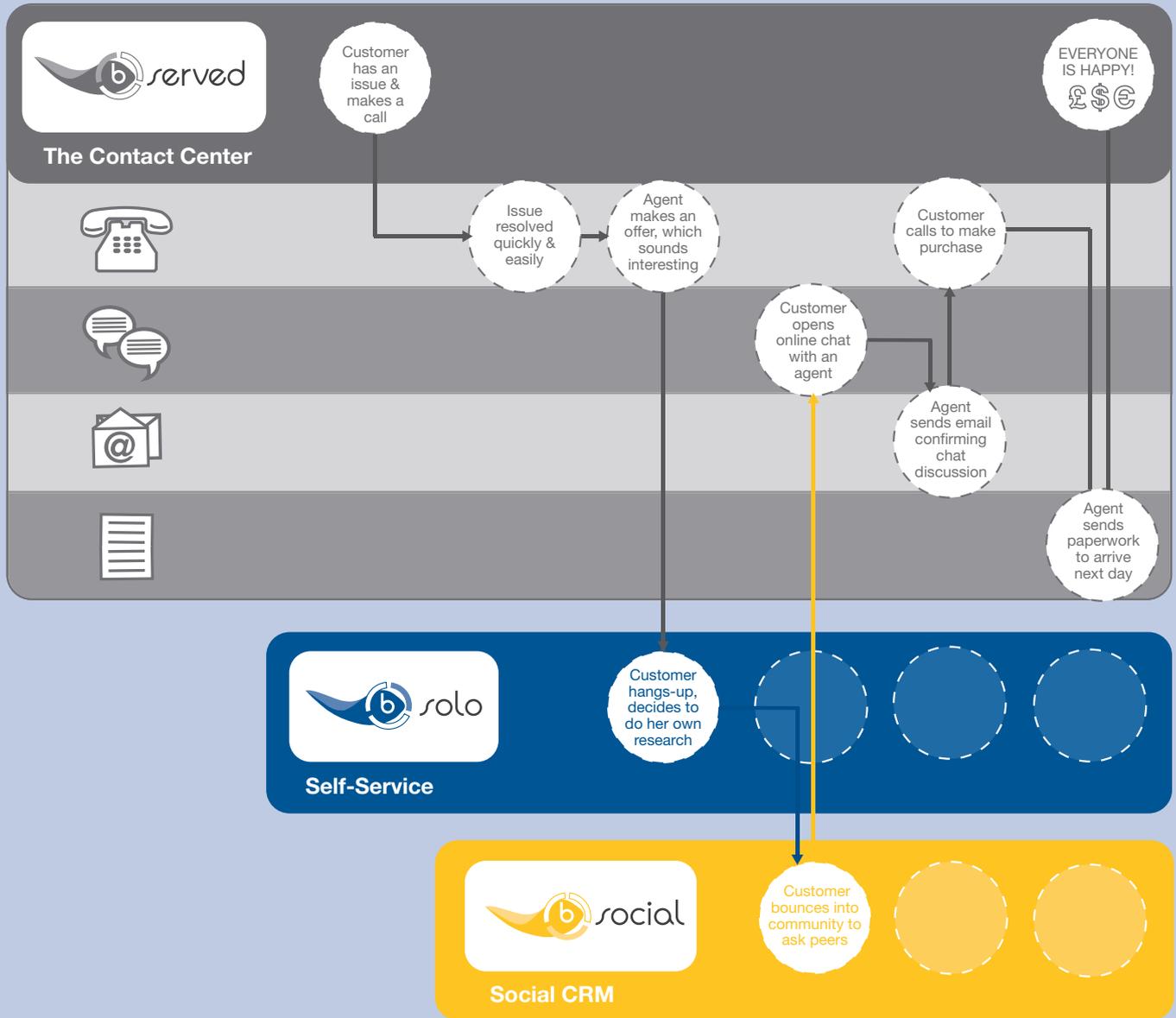
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68% of US consumers say that they have had unsatisfactory service interactions in the past 12 months.

Forrester Survey, 2010, US

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# Do you think you can keep up?



## Does your current system provide this to you?

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Designing the experience based on customer intentions and desired outcomes is critical. Whether it is a complaint, a quote, or a dispute, the customer needs help. A positive outcome requires the ability to leverage situational awareness and knowledge, as well as coordination of systems and people.

New products and services, complex complaints, issues and disputes all require agents to switch between screens and systems. Often, context and history of interactions is missing. Finally, along with complexity comes resistance by customers to be 'deflected' to channels other than the phone.

Integrating core, supporting systems, reduces unnecessary work duplication. Coordinating people and processes reduces frustrating idle time and manual hand-offs. Ciboodle allows for the optimization of people and processes thereby reducing costs without sacrificing customer experience.



We want to enable agents to **break out of their silos** to perform functions defined by the customers. We want to do business on their terms.

Brian Carey VP Service and Operations,  
Sears Holdings, Inc.



## How much thought do you give to agent experience?

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Positive agent experience leads to positive customer service experience. In order for service professionals to engage with positivity, they need information, insights and context, as well as their own great user experience. Agent empowerment, along with an intuitive, unified and context rich user interface is an imperative.

Whether through organic growth or simply the continued addition of new systems, there is rarely a single source of customer truth. These data silos, along with unprecedented volumes of inbound requests and financial pressures create a less than optimal work environment, leading to agent churn and increased training times.

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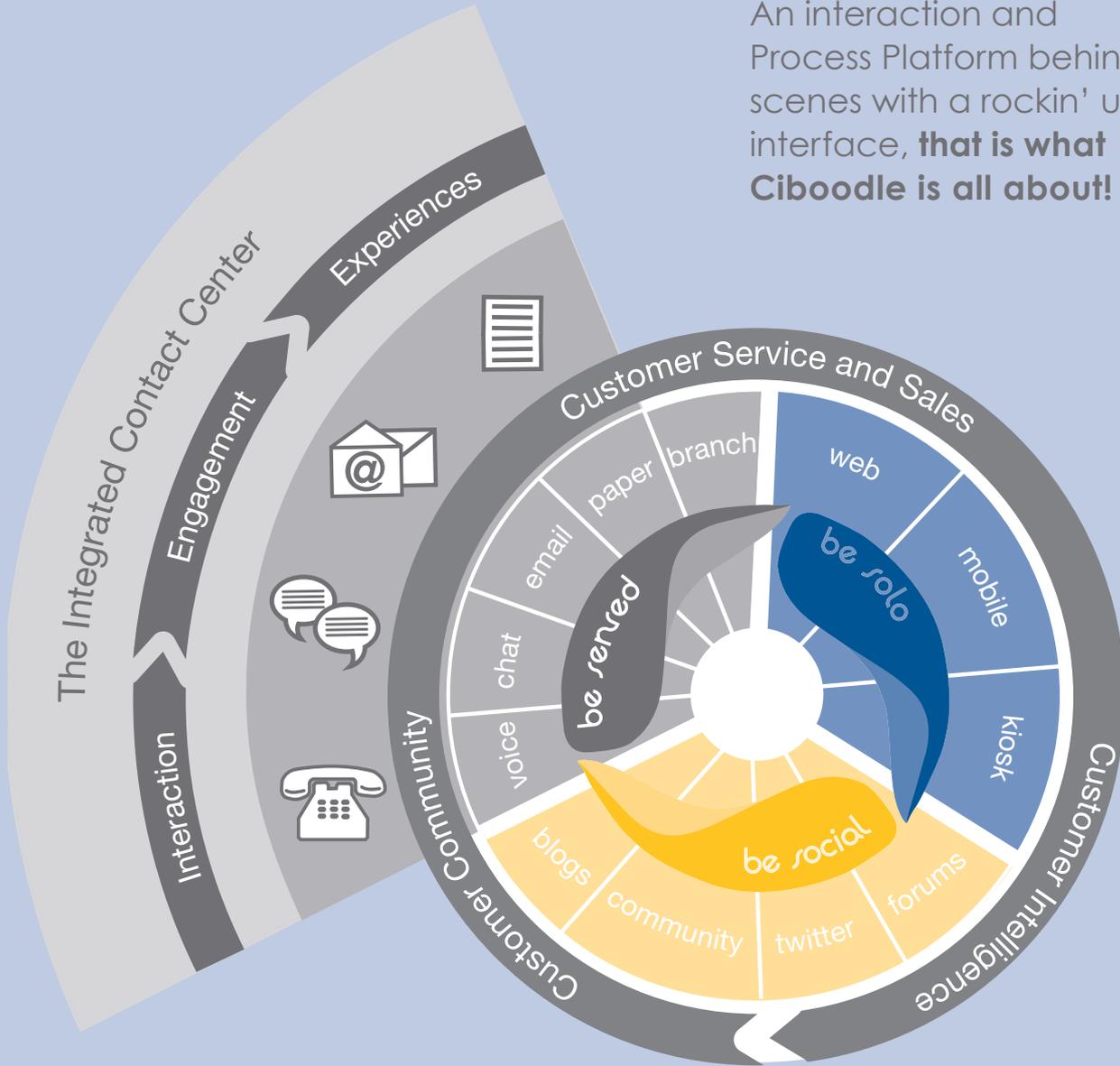
New member service representatives achieved full productivity **three weeks faster** due to Ciboodle's intuitive agent desktop.

Guy Thier, CIO, Bally Total Fitness

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Ciboodle's user centric design presents information in an intuitive manner, supporting the way your agents work rather than dictating working style. Show your team you care by providing them something powerful and easy to use.

An interaction and Process Platform behind the scenes with a rockin' user interface, **that is what Ciboodle is all about!**



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EVERYTHING SHOULD  
BE MADE AS  
**SIMPLE**  
AS POSSIBLE  
BUT NOT SIMPLER.

Albert Einstein

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## Benefits of Ciboodle: The Integrated Contact Center

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- Increase customer satisfaction with great service experiences
- Reduce cost-to-serve via channel personalization & optimization
- Extend the life of existing IT assets, where it makes sense

*smart*

- Empower agents and eliminate wasteful processes
- Allow agents to focus on customer needs
- Exceed expectations, on every channel

*simple*

- Rapid user adoption and reduced training times
- Reduced time to market for new channels & services
- Flexible, a requirement for continual improvement

*swift*

Prospecting, Targeting...

Acquisition, Conversion...

### Marketing Engagement

Ciboodle empowers your team to design campaigns, assign offers and execute the outreach.

- Segmentation Design
- Campaign Builder
- Campaign Execution

### Sales Management

Ciboodle provides lead and relationship management in an intuitive, personalized desktop.

- Sales Desktop
- Mobile Sales (Tablet and Smartphone)
- Lead Management
- Offer Construction
- Relationship Modeling



Servicing, Retention, Upselling, Renewing, Fulfillment...

## Customer Service Experience

Ciboodle meets the service needs of all your customers, assisted and self-serve. Ciboodle is different because it lets your business perform precisely the best experience for every customer, on every channel for every process.

### Assisted Service

- Dynamic Service Desktop
- Case Management
- Intelligent Chat
- Email Management
- Social Interaction Management

### Unassisted Service

- Web Self-Service
- Mobile App Service
- Social Community

### Business Management

- Business Process Management
- Business Intelligence
- Document Management
- Operational Reporting
- Business Rules
- Knowledge Management





**Your Customers** expect you to provide fast, consistent service on all channels. They want you to adapt to their changing needs.



**Our Customers** expect the most intuitive, powerful agent desktop, underpinned by a specialist Process Platform.



**Ciboodle** helps our clients in Banking, Insurance, Utilities, Retail, Communications, Government... the list goes on!

**We expect we can help you, why not scan below and take a tour?**



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**Customer service is what drives Social CRM...**

Sword Ciboodle has been highly attuned to the changes in the market and the rise of the social customer.

Paul Greenberg, Author, CRM at the Speed of Light

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We needed a solution that would be a strategic part of our organization and give us a **dynamic and flexible platform** that we can build on as we go forward. With its process-based approach to building software, Sword Ciboodle has provided us with a solution that can **grow and adapt to our changing environment.**

Keith Floodgate, Director Business Development, Marie Curie Cancer Care

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# SwordCiboodle

be served, be solo, be social

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